

Quick, Glowing Warmth

TOUCH a match. In five minutes the **PERFECTION SMOKELESS OIL HEATER** is spreading comfort and warmth.

The Perfection keeps any room chill-free and cozy. It is light and easily carried wherever you need extra warmth.

STANOCOLA BURNING OIL

is the best kerosene for the Perfection Heater—and for all domestic purposes. It is the clean burning oil that has 10 hours of solid comfort stowed away in every gallon.

STANDARD OIL CO. OF LA.
MEMPHIS NASHVILLE CHATTANOOGA KNOXVILLE

Insist on the **PERFECTION** Oil Heater and look for the Triangle Trademark. If your dealer cannot supply you, write us direct.



Highest Award
Panama-Pacific Exposition



PERFECTION SMOKELESS OIL HEATERS



Come at once!
my horse is sick.

Prompt attention must be given calling stock so that farm work may not be delayed.

Bell Telephone Service on the farm enables you to get the veterinary quickly.

It also keeps you in touch with the markets and your neighbors.

If there is no telephone on your farm write today for our Free Booklet.

Address:-

Farmers' Line Department.

CUMBERLAND TELEPHONE & TELEGRAPH COMPANY

INCORPORATED

BOX 285, JACKSON, TENNESSEE.

HOME TOWN BUILDING

Every Citizen Has Time, Skill or Labor for Sale

The professional men of the smaller towns of the United States are, or should be, vitally interested in the subject of Home Town Building. All of them are quite likely to see customers pass their doors enroute to the nearest city, if they are willing to rest content with the conditions which prevail at the present time.

"I am not interested in the question of who sells household supplies or farm implements to the farmers of this district," says the Doctor and the Lawyer. "I don't care a continental whether or not the town paper goes broke and quits business," says the Dentist, the Barber, the Hotel Man and the Real Estate Agent. "I take one or two of the big city daily papers, and I am not interested in the local news of the home paper," is the usual comment of the average citizen.

Even the local banker may be lukewarm on the subject. He, like the other busy men of the town, has his eye on the movements of the big things of the city and thinks that local affairs, aside from his deposits and loans, are worth only passing notice.

Let us investigate the question to ascertain whether these gentlemen are justified in considering themselves as independent of home town benefits and indifferent as to whether the trade of the farmers of the neighborhood is secured by the local merchants, or if it goes to the mail order house of some big city. Right here, nine out of ten of the men in the classifications named, will declare that it is rank nonsense to suppose that any such views are held by members of their profession or class. On that score I want to say, that if there is one class of individuals on this earth, who enjoy what Henry George stigmatizes as "unearned increment," which means living on benefits created by others, it is the professional men of the town in the rural districts. He is what the manufacturer describes in his factory expense, as an overhead charge. That is to say, he may be a necessary part of the equipment, but he is a non-producer.

Now let me repeat that any professional man who is not putting his shoulder to the wheel and boosting the interests of the home town, is living on benefits created by others. There are many thousands of them in the towns of the middle west, where this article will be read, who must plead guilty. Most of them, as well as a great many others, seem to entirely overlook the fact that their interests are identical with those of the manufacturer or merchant who has goods to sell. Every one of them have a selling proposition. The Doctor and the Lawyer must find buyers for their time and skill. The Banker cannot sell his loans or securities without a market for them. All of this being true, it is perfectly clear that the Banker, the Lawyer and the Doctor have a joint interest with every storekeeper, and business man, in building up and maintaining a market in which the product of each can be sold.

Now then, can professional men say that they are not interested in the question of who sells agricultural implements and household supplies to the farmers of the neighborhood?

Is it true, that the survival or failure of the weekly paper is of no consequence to them?

If they are not boosting the circulation of that paper, they are neglecting the cheapest and best medium in the

Rheumatism and Allied Pains They Must Go!

The congestion of the blood in its flow causes pain. Sloan's Liniment penetrates to the congestion and starts the blood to flow freely. The body warmth is renewed; the pain is gone. The "man or woman who has rheumatism, neuralgia or other pain and fails to keep Sloan's Liniment in their home is like a drowning man refusing a rope." Why suffer. Get a bottle of Sloan's. 25c. and 50c. \$1.00 bottle hold six times as much as 25c. size.

Coughs

Kill If You Let Them.

Instead kill your Cough with DR. KING'S NEW DISCOVERY. It heals Irritated Throat and Lung. Thousands in last 40 years benefited by

Dr. King's New Discovery

Money Back If It Fails

All Druggists 50c. and \$1.00

W. L. DOUGLAS

\$2.50 \$3.00 \$3.50 \$4.00 & \$4.50 SHOES

YOU CAN SAVE MONEY BY WEARING W. L. DOUGLAS SHOES VALUE GUARANTEED

FOR MEN



W. L. DOUGLAS WAS PUT TO WORK PECKING SHOES AT SEVEN YEARS OF AGE. HE BEGAN MANUFACTURING IN 1876, AND IS NOW THE LARGEST MAKER OF \$3, \$3.50 AND \$4. SHOES IN THE WORLD.

For 32 years W. L. Douglas name has stood for shoes of the highest standard of quality for the price. His name and the price stamped on the bottom guarantees full value. They are the best known shoes in the world.

W. L. Douglas shoes are made of the most carefully selected leathers, after the latest models, in a well equipped factory at Brockton, Mass., under the direction and personal inspection of a most perfect organization and the highest paid skilled shoemakers; all working with an honest determination to make the best shoes in the world.

W. L. Douglas \$2.50 and \$3.00 shoes are the best that can be produced for the price.

W. L. Douglas \$3.50, \$4.00 and \$4.50 shoes are just as good for style, fit and wear as other makes costing \$6.00 to \$8.00, the only perceptible difference is the price.

None genuine unless W. L. Douglas name and the retail price is stamped on the bottom.

If your local dealer cannot supply you, write for Illustrated Catalog showing how to order by mail.

W. L. DOUGLAS, 160 Spark Street, Brockton, Mass.

LIPSKY BROTHERS

BEWARE OF SUBSTITUTES

SOMERVILLE, TENN.

world with which to control the selling market of the outlying districts.

Let me repeat, that the small weekly papers of the towns in the rural districts of the United States are positively the cheapest and best advertising mediums in the world. Every country town that has a daily or weekly newspaper, is missing a harvest, if its merchants do not make it their mail order catalogue. It is an inexpensive silent salesman. Every inch of it should be used. It can be made a gold mine for the town. It is the natural connecting link, the channel between the people of the outlying districts and the sales counters in the town.

(This article will be continued next week, when the writer will make some suggestions to the professional men who should be the town boosters.)

BRACE UP!

Liv-Ver-Lax Will Make You Feel Better.

That tired feeling, dull headache and lasting grouch are most probably due to a clogged up liver. Now, don't make yourself feel worse by taking nasty, disagreeable calomel, but clean out that bile and make yourself feel brighter and better generally by taking LIV-VER-LAX. It acts safely surely and pleasantly, and is made entirely of harmless vegetable material.

LIV-VER-LAX is guaranteed to give satisfaction or your money will be returned without question. Insist on the original bearing the likeness and signature of L. K. Grigsby, for sale here in the 50c and \$1 sizes at Rhea Drug Store, adv.12-1

Public Sale of Land.

The heirs of Mrs. H. M. Heathcock, dec'd will sell at public outcry, for cash, in front of the South door of the court house in the town of Somerville, on

SATURDAY, NOVEMBER 13th, 1915, seventy-one acres of land, belonging to said estate, situated in Civil District No. 2, Fayette County, Tennessee; bounded on the North by Bullock; on the South by Shinault; on the East by Henley; on the West by Morris.

Said land will be sold to the highest and best bidder and general warranty deed executed to the purchaser by all the heirs of said Mrs. H. M. Heathcock, and the purchaser will be required to deposit with the undersigned a certified check for \$100.00 as earnest money.

This October 21st, 1915.

J. R. HEATHCOCK, Agent.

A Fine Whooping Cough Remedy.

Mothers, Dr. Bell's Pine-Tar-Honey is just the remedy for your children's cold ailments. The fact is that pine is a quick enemy of cold conditions. Its qualities loosen the mucous in the throat, soothe the lungs and open up the air passages. The combination of honey, soothing and pleasant, with the loosening pine quality makes this an ideal cough remedy for children. Each passing year brings for it, new friends. A family of growing children cannot afford to be without it. 25c. a bottle.

Melancholy Women

Women who suffer the miseries caused by disorders in the ovarian function, are periodically ailing. They endure pains which extend their exhausting influence to every part of the body, producing melancholy, nervousness, and weakness which make life one long, dreary existence. There is relief and renewed hope for these suffering women in

DR. SIMMONS

Squaw Vine Wine

The Woman's Medicine

It is just the thing to overcome the diseases which cause this suffering. It is composed of pure vegetable ingredients which are known to act beneficially on the female body. Painful irregularities, Ovarian Inflammation, Headaches, Palpitation of the Heart, all disappear before the power and efficacy of this marvelous medicine. It brings back the strength, vigor and cheerfulness of earlier years and makes life worth living.

Sold by Druggists and Dealers. Price \$1.00 Per Bottle.

C. F. SIMMONS MEDICINE CO., ST. LOUIS, MISSOURI

Rhea & Morris, Somerville, Tenn.

Distress in the Stomach.

There are many people who have a distress in the stomach after meals. It is due to indigestion and easily remedied by taking one of Chamberlain's Tablets after meals. Mrs. Henry Padghan, Victor, N. Y., writes: "For some time I was troubled with headache and distress in my stomach after eating, also with constipation. About six months ago I began taking Chamberlain's Tablets. They regulated the action of my bowels and the headache and other annoyances ceased in a short time." For sale by all dealers. 12-1

SUCCESSFUL COMMUNITY BREEDER'S ASSOCIATION

(By R. M. Murphy, Division of Extension, University of Tennessee.)

On September 30th the Campbellville Shorthorn Breeders' Association held their second annual sale of registered Shorthorn cattle. Campbellville is a small town located in the center of a good farming community, in Giles county, fifteen miles from the county seat, Pulaski. This Association is of the type that promises to do much toward the improvement of livestock. It is a community organization, the outgrowth of the efforts of a few men in the community who realized the importance of organization. They have a fine grazing country, excellent pastures, good water and they wanted good cattle. Instead of every man buying a different breed as his fancy might have suggested, they got together and decided that as a community they would breed Shorthorns. As a result, they already have a good start and are getting excellent advertising at a minimum cost. None of the members have herds sufficiently large to attract very much attention, and yet, by combining their offerings, they are able to have an attractive sale annually. The herds vary in size from fifteen breeding cows down to two or three, their intention being to grow into the business as they can afford to.

The foundation animals were not fancily bred and bought at high prices, but now that they are getting started they have purchased for the use of the community an excellent young herd bull. No one of them could hardly have afforded this young bull for his own personal use, but as a community they can have him available at but a small cost to any one. In this way they are taking advantage of the most rapid and most economical method of improvement. As the years go by the value of this association will greatly increase. The community will gain a reputation for good cattle. Their cattle will become more and more uniform, unlike the average community, which has a general mixture of every breed and a reputation for nothing enviable. The need of finding a market will disappear, the market will be hunting for them.

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We are prepared to make liberal advances. Your shipments solicited

Dillard & Coffin Company

Cotton Factors

718, Falls Bldg., Memphis

Liberal Advances on Consignments. Correspondence solicited

Card of Thanks.

I take this method of extending my most sincere thanks to the democratic voters of Fayette county, for their votes and influence in the recent campaign for register of the county. As is well known, I was elected to the office at the July term of the county court to serve until the next August election. Soon after I was elected I had to enter into a campaign for re-election and have canvassed every district in the county since that time asking to be elected by the people to fill out the remainder of the term of the late Junius Hobson. That the voters of the county have given me their support in this race and nominated me for this office is most gratifying to me and my heart is full of gratitude for every vote and every word of support in my behalf.

It shall be my constant aim to merit the confidence that you have reposed in me. Very truly, J. W. MATTHEWS.

You Look Prematurely Old

Because of those ugly, grizzly, gray hairs Use "LA GREOLE" HAIR DRESSING. PRICE, \$1.00, retail.